

Bike to Work Day 2020

Social Media/Communications Plan

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Plan Goals:

- Encourage people to register for a Bike to Work Day 2020 event.
- Create a strategic plan for social media/communications for Bike to Work Day 2020 in the Baltimore region.
- Create messaging that is uniform so that those planning Bike to Work Day events use consistent language, style elements and content.
- Make messages easy to schedule/use for maximum communication.
- Tell more compelling stories about people biking in the Baltimore region.
- Create messaging for multiple social media platforms.
- Share the Bike to Work Day messaging of our partners – each jurisdiction, sponsors, businesses, etc.
- Interact with the public.
- Communicate the benefits of commuting by bicycle, and encourage commuters to bike to work.
- Provide the public with information about Bike to Work Day events around the Baltimore region.

Audiences:

- New/potential bicyclists
- Commuters
- Employers
- Environmentalists
- Drivers
- Bicyclists
- Pedestrians
- Transit users
- Decision-makers
- Sponsors
- BMC Board of Directors

Style Guide:

- When written out, always refer to it as Bike to Work Day on first reference, not Bike 2 Work Day, Bike To Work Day or any other variation.
- Please verify that all materials have the website www.biketoworkMD.com
- Refer to the sponsorship agreement before creating any: Posters, advertisements, banners, social media images, and marketing materials (rack cards, free giveaways, etc.)
- Use the 2020 graphics when promoting Bike to Work Day on individual organizations' websites, etc.
- Use the 2020 colors when promoting Bike to Work Day on individual organizations' websites, etc.
- Support Bike to Work Day partners' messaging for more emphasis! Partners' social media accounts include:

Anne Arundel County

Facebook: [Anne Arundel County](#)

Twitter: [@AACountyGovt](#)

Baltimore City

Facebook: [Baltimore City Department of Transportation](#)

Twitter: [@BmoreCityDOT](#)

Instagram: [@bmorecitydot](#)

Baltimore County

Facebook: [Baltimore County Government](#)

Twitter: [@BaltCoGov](#)

Instagram: [@baltcogov](#)

Carroll County

Facebook: [Carroll County Government Maryland](#)

Twitter: [@CarrollCoMD](#)

Instagram: [@CarrollCountyGovernment](#)

Harford County

Facebook: [Harford Commute Smart](#)

Twitter: [@HarfordCountyMD](#)

Instagram: [@harford_county_government](#)

Howard County

Facebook: [Howard County Office of Transportation](#)

Twitter: [@CommuteHoward](#)

Joe's Bike Shop

Facebook – [Joe's Bike Shop](#)

Instagram - [@joesbikeshopbaltimore](#)

Key Social Media Accounts and Hashtags:

- Tag [@Bike2WorkCentMD](#) on Twitter, [Bike to Work Central Maryland](#) on Facebook and [@BaltoMetroCo](#) on Instagram (with a Bike to Work Day hashtag) whenever possible! This helps us better keep track of what's being published to social media, and brings awareness to the Bike to Work Day brand.
- Whichever one you use, **be consistent!** Remember, hashtags help to make our published posts searchable.

General Use

#B2WD2020

#Bike2WorkWeek

#Ready2Ride

#NationalBikeMonth

Region Specific

#B2Wbmore

#BikeBaltCo

#BikeHoward

#BikeAnnapolis

#BikeHarford

#BikeTowson

#BikeAACo

#BikeCarroll

Bike to Work Day Messaging:

1. **Promote Bike to Work Day registration** using organizations' websites, Facebook, Twitter and Instagram. Registration link: <https://biketoworkmd.com/>. **(Registration live 3/26/20).**

Example messages:

- Our 23rd year of @Bike2WorkCentralMD is Friday, May 15! Make sure that you're #Ready2Ride: <https://biketoworkmd.com/>
- Join @Bike2WorkCentralMD and 2,000+ cyclists around the #Baltimore region on Friday, May 15: <https://biketoworkmd.com/>
- @Bike2WorkCentralMD is [_] days away! Make sure to register at <https://biketoworkmd.com/>
- More than 2,000 cyclists will attend @Bike2WorkCentralMD at 45+ events around the region! Don't miss out – register for an event near you at <https://biketoworkmd.com/>
- @Bike2WorkCentralMD is May 15! More than 45 events around the #Baltimore region are free and open to the public. Register in advance and receive a free T-shirt: <https://biketoworkmd.com/>

2. Tell public when we're out at an event, such as the Howard County Greenfest, Towsontown Spring Festival, or other outreach opportunities.

Example messages:

- We're here at [name of event] talking about @Bike2WorkCentralMD and clean commuting. Please stop by and chat! [photo at event].
- We must be aware of our #airquality from May through September when ozone can affect our health, especially in children, older adults and people with asthma.
- You can make a difference in our #airquality! Consider biking/walking to work, carpool, telework or rideshare, and join us for #Bike2WorkDay on Friday, May 15! <https://biketoworkmd.com/>
- Bike to Work Day is part of the Clean Commute Initiatives intended to bring awareness about #airquality.

3. Thank sponsors for participating in Bike to Work Day 2020. Sponsors include:

(LIST CURRENT AS OF 10:00 AM 2/13/2020)

1. Anne Arundel County Commuter Crew
2. Baltimore Bicycling Club
Facebook: [Baltimore Bicycling Club](#)
Twitter: [BaltoBikeClub](#)
3. Baltimore City Department of Transportation
Facebook: [Baltimore City Department of Transportation](#)
Twitter: [BmoreCityDOT](#)
Instagram: [bmorecitydot](#)
4. Bicycle Advocates for Annapolis & Anne Arundel County
5. BMC
Facebook: [Baltimore Metropolitan Council](#)
Twitter: [BaltoMetroCo](#)
Instagram: [BaltoMetroCo](#)
6. Clean Air Partners
Facebook: [Clean Air Partners](#)
Twitter: [@CleanAirPartner](#)
7. Columbia Association
8. Harford County Public Library
9. Joe's Bike Shop
10. Maryland Department of Transportation
11. Race Pace Bicycles
12. Regional Transportation Agency of Central Maryland
13. The Howard Hughes Corporation

[We will update you as we receive more sponsors...]

Pro tip: When tagging sponsors, use their social media handles first. If they don't have one, put a hashtag before their name.

Example messages:

- A big "Thank you" to [@CleanAirPartner](#) for joining [@Bike2WorCentralMD](#) in 2020
- We have some great #B2WD2020 sponsors! A big thanks to our platinum sponsors: [@transitRTA](#), [@BmoreCityDOT](#), [#BaltimoreBicycleClub](#) and [@CleanAirPartner](#) – we couldn't do it without you!

Calendar and Timeline:

Friday, May 1 – Kick off National Bike Month by publishing regional Bike to Work Day messaging.

Wednesday, May 6 – Bike to School Day. Share/retweet photos of those who participate.

Monday, May 11 – BMC publishes a Bike to Work Week/Day press release highlighting events and locations.

May 11-15 – Release specific information about each event site and convoy.

Example message:

- [#B2Wbmore](#) has __ sites around the city, with more than __ people registered!

Wednesday, May 13 at 11:59 p.m. – Online Bike to Work Day registration closes for all events. Participants still can ride to events and register on-site (though T-shirts may be limited.) Publish message about the end of registration through Bike to Work Day social media.

Example message:

- Today is the last day to register for a [@Bike2WorkCentralMD](#) site near your home/work! Register today and see you on Friday

Thursday, May 14 – Provide messaging about biking in all weather, if forecast calls for inclement weather.

Friday, May 15 – Baltimore City hosts a press conference on Bike to Work Day at City Hall.

Friday, May 15 – Bike to Work Day – Publish photos, videos, personal narratives from your Bike to Work Day event. Support other Bike to Work Day events by following along on social media and reposting what other event coordinators/bikers publish. Include details such as atmosphere, number of people, food, music, activities. **Please refer all news media and press to Ciara Blue – cblue@baltometro.org, after you speak with them.**

Example messages:

- We're out here at the [#B2Wbmore](#) event in Harbor East! Stop by for some breakfast and a bike tune [\[include photo/video\]](#).
- [#Bike2WorkDay](#) at [@IKEAbaltimore](#) in [#WhiteMarsh](#) has a convoy of ___ people! [\[include photo/video\]](#)